

YOU'LL LIKE YOUR MAGAZINE!

Free With AICA Membership

The *Charolais Journal* magazine has provided the Charolais industry's most important decision makers with the information on topics related to their business and personal lives. Designed to give readers a broader picture of our industry and the products and services therein, the Journal has become another tool to assist our readers in their purchasing decisions. Because we want to give our readers and advertisers the best possible service, we've listened to your comments and suggestions, and we will bring you a magazine we know you will like!

SHARP ANALYSIS. The *Charolais Journal* contains topics carefully selected to provide you with current cattle industry information. By offering our readers more valuable information, they stay with the product (and your ad) even longer.

CREDIBLE. TIMELY. THOROUGH. The *Charolais Journal's* award-winning staff plays an integral role in your magazine. They offer a fresh, creative approach to your advertising program and will assist you on individual ads, campaigns or catalogs. You will find the security of a proven product—a perfect framework for effective advertising.

EDITORIAL CONTENT.

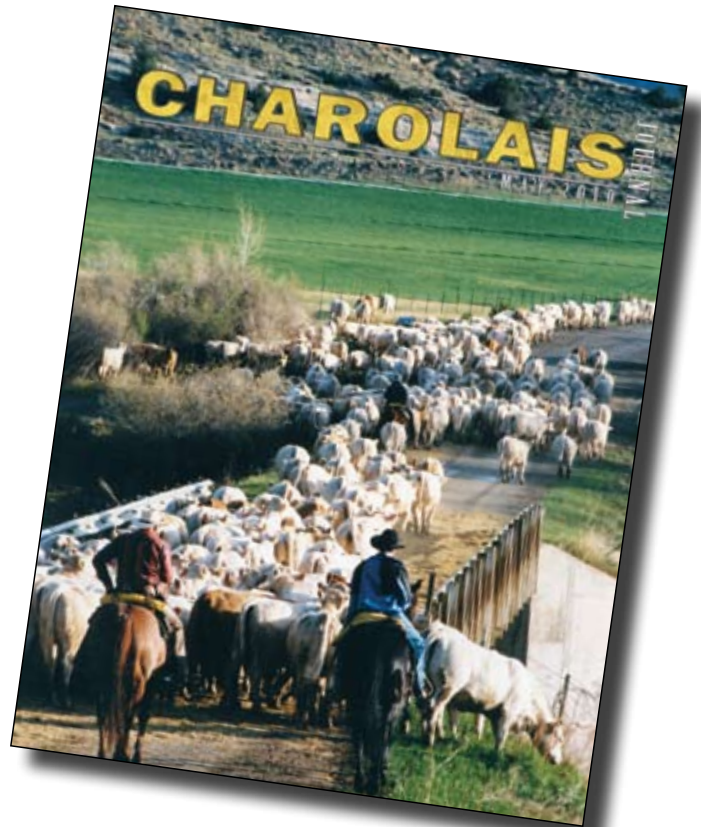
Editorial contents includes sale ring reports, shows, and special features relevant to national Charolais activities as well as regional events. It's your best source for news of the industry.

SPECIAL ISSUES:

- March Bull Issue
- May Female Issue
- June/July Directory & Membership Focus
- August Junior Issue
- October Commercial Marketing Focus

SUBSCRIPTION RATES:

- U.S. - \$75
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